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HICC Event Planning Checklist + Toolkit

For International Planners Organizing Conferences in India

Introduction

Planning an event in India is exciting but comes with unique challenges. Different cultures, diverse audiences, and complex logistics can feel overwhelming at first. That's why we created this Checklist + Toolkit—to give you a clear roadmap that turns complexity into clarity.

This guide is built from years of experience at HICC, where we've hosted everything from intimate board meetings to international summits with thousands of delegates. Use it as your step-by-step companion and adapt it to your own event needs.

1. Step-by-Step Event Checklist

Pre-Event (6–12 Months Before)

- Define event objectives and success metrics
- Finalize venue and dates (considering festivals and holidays in India)
- Prepare budget and secure approvals
- Identify key stakeholders and decision-makers
- Research visa requirements for international delegates
- Draft preliminary agenda and program outline
- Shortlist vendors (AV, catering, décor, transport, accommodation)

Pre-Event (3–6 Months Before)

- Confirm keynote speakers and session topics
- Launch delegate registration (online + offline)
- Book hotels and negotiate group rates
- Arrange local transport solutions (buses, cabs, airport pickup)
- Coordinate with government bodies if special permissions are required
- Begin marketing campaigns (social media, PR, partner outreach)

Pre-Event (1–2 Months Before)

- Finalize event agenda and session timings
- Print or prepare event materials (badges, signages, brochures)
- Conduct AV and technical rehearsals
- Share vendor timelines and checklists
- Confirm catering menus and dietary needs
- Train volunteers and staff on event flow

Event Day(s)

- Early morning venue walkthrough with vendors
- Check guest registration counters and help desks
- Test AV, internet, and technical setups before sessions begin
- Monitor catering service during breaks and meals
- Keep emergency contacts and backups ready
- Collect live feedback through QR codes/surveys

Post-Event (1–2 Weeks After)

- Thank speakers, delegates, and partners
- Share event highlights, press releases, and media coverage
- Distribute post-event survey forms
- Analyze budget vs. actual expenses
- Hold an internal debrief meeting with stakeholders
- Archive all event documents for future use

2. Conference Planning in India: Insights

Cultural Nuances: Respect regional diversity—food, language, and traditions differ across India. A small gesture like adding vegetarian and Jain meals goes a long way.

Regulations: For large conferences, permissions may be needed from local authorities, fire departments, or even police for traffic management.

Guest Expectations: International delegates expect seamless communication, reliable internet, and modern facilities—while also appreciating authentic Indian hospitality.

3. Vendor & Partner Coordination Guide

Audiovisual (AV): Confirm power backup, sound checks, and simultaneous translation if needed.

Catering: Include a mix of Indian and international cuisines, plus dietary options (vegan, gluten-free).

Décor: Align design with event theme; incorporate sustainable options where possible.

Local Services: Partner with trusted transport, printing, and logistics vendors familiar with Indian conditions.

4. Hospitality Checklist

- Hotel bookings confirmed with proximity to venue
- Welcome kits with local info, maps, and emergency contacts
- 24/7 helpline for delegates during the event
- Airport pickup & drop schedules coordinated
- On-site medical assistance and first-aid station
- Dedicated hospitality desk at the venue

5. Budget & Timeline Templates *(To be customized as per event size)*

Sample Budget Categories:

- Venue rental
- AV & production
- Catering & F&B
- Marketing & communications
- Transport & logistics
- Accommodation (if subsidized)
- Contingency fund (10–15%)

Sample Timeline Blocks:

- 12 months before → Venue, budget, dates
- 6 months before → Speakers, vendors, marketing launch
- 3 months before → Registrations, hotel bookings, permits
- 1 month before → Final agenda, rehearsals, materials
- Event week → Full rehearsals, logistics check, vendor confirmations
- Post-event → Reports, surveys, payments, debrief

Successful events don't happen by chance—they are the result of meticulous planning and thoughtful execution. This checklist + toolkit is designed to give you control and confidence as you bring your conference to India.

At HICC, we've walked this journey with planners from across the globe. Now, it's your turn to plan smarter, stress less, and create an event that leaves a lasting impact.